

Community Outreach and Engagement



**NH OFFICE OF ENERGY AND PLANNING
PLANNING & ZONING CONFERENCE**

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COOPERATIVE EXTENSION**



Outreach and Engagement



Why Outreach and Engagement

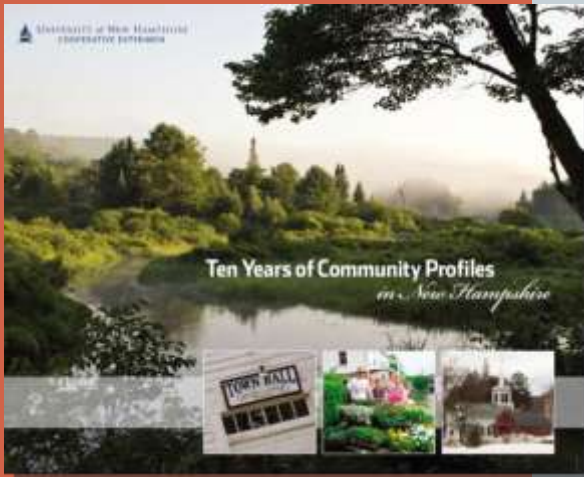


- Community members know local needs & issues
- Local decisions will reflect interests of community
- Builds accountability, trust, support
- Different perspectives represented
- Opportunity to work through disagreements early
- Increase number and diversity of participants
- Opportunity to share and listen

Community Profiles

Some examples of success include:

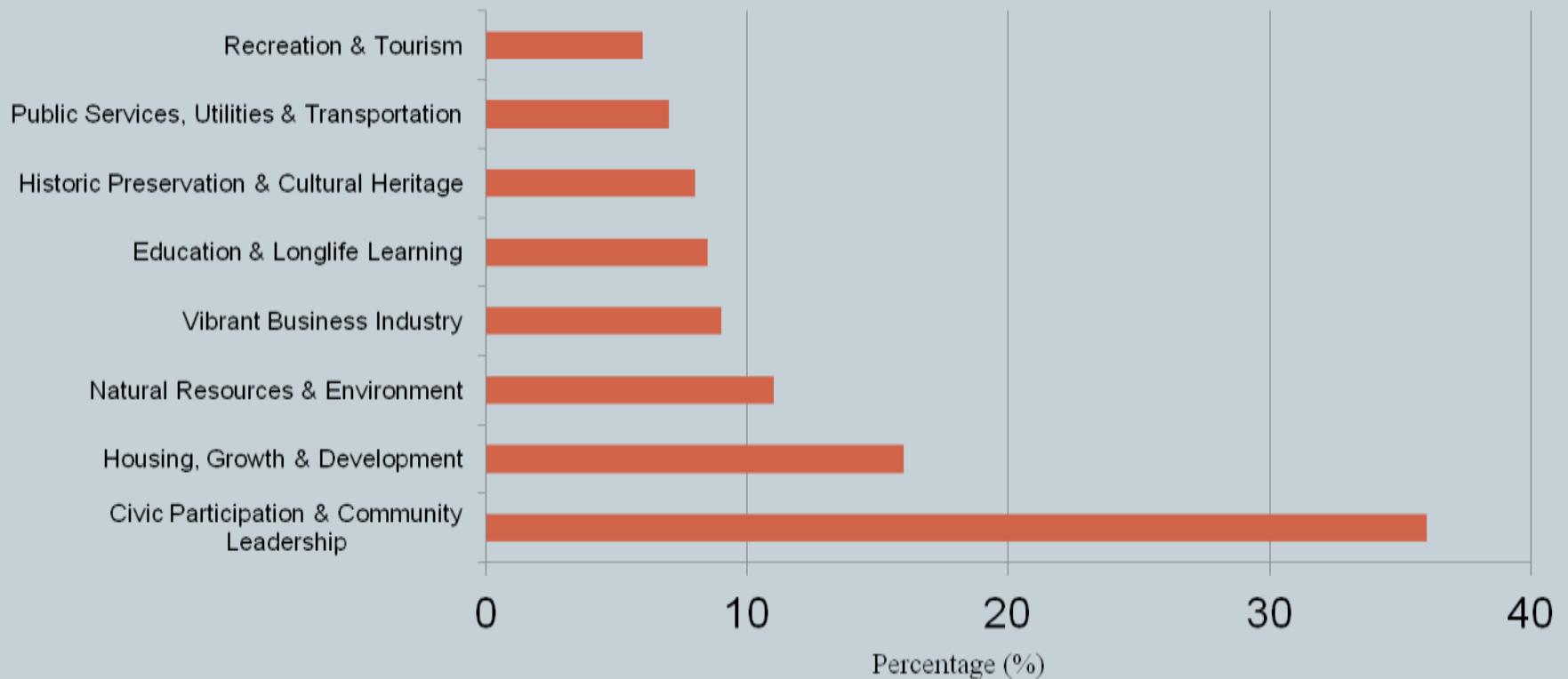
- Common community vision
- New community leaders
- Re-energized community spirit
- Discovery of assets, skills and resources within community



Interest in Civic Engagement



Major Themes Emerging from Community Profiles



2012 New Hampshire Civic Health Index



Key findings...

“NH citizens rank relatively high on several key indicators of civic health, including voter turnout in presidential elections years and local elections, engaging in discussion of politics, attending public meetings, contacting public officials to express opinion, and trusting their neighbors”

Source: 2012 New Hampshire Civic Health Index. National Conference on Citizenship and The Carsey Institute at the University of New Hampshire. <http://carseyinstitute.unh.edu/>

Local Community



How to reach out and engage?

What is Outreach?



- One way communication to community to inform about an issue, policy, decision or problem



Stakeholder Outreach



Fliers & Written Materials

Use plain language - avoid jargon

~~Affordable housing~~— Homes people can afford

~~Equity~~— who is included and who is left out

~~Walkable, livable~~— thriving, attractive neighborhood

Displays at local events, community facilities

Town newsletter or listserv

Other?

What is Engagement?



- Community members become informed about, participate in and influence public decisions





Engagement:

Community members are informed, participating and influencing local decision-making

- Relationship building
- Partnerships
- Strengthening community
- Education

Identifying Stakeholders



Consider

- The plan - geography
- Who might be affected
- Who might be opposed
- Who is underrepresented

Identify

- Residents/neighbors
- Business
- Non-profit
- Community groups
- Faith-based
- Education
- Municipal
- Other?

Stakeholder Engagement



Direct contact with neighbors, community members, businesses, community leaders, faith-based groups, non-profits, coalitions etc.

Directly invite people to participate!

Underrepresented Populations



Community members who traditionally may not have participated in local decision-making due to limitations such as economic status, education levels, disability, place, cultural or ethnic differences.

Underrepresented Populations

To Consider

Youth

Seniors

Veterans

Minority groups

Immigrants

Low income

Native Americans

Physically
challenged

Young adults

In Your Community



Underrepresented Populations



How to reach out and engage?

Identify organizations/leaders
that represent these populations

Go to them!

Meeting/Format/Process/Tools



Tips that work



Plan your event



Disagreements - Conflict



After Engagement Event



- Thank participants
- Use insights, ideas & input from community
- Show participants the impact they have had
- Keep community informed
- Ask to participate again, share experience and encourage others to participate

Summary



Outreach and Engagement



Community Participation



Local decision-making



Expanded participation and leadership

Questions and Comments

Thank you!

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